



PATENT  
Attny Dkt No.: 11032-3068

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: MERRIMAN, Dwight Allen et al.

Appl'n No.: 10/798,340

Filing Date: 12 March 2004

For: METHOD OF DELIVERY, TARGETING,  
AND MEASURING ADVERTISING  
OVER NETWORKS

Group Art Unit: 3627

Examiner: Laneau, Ronald

**MS Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office action mailed on July 28, 2004 ("Office action"), the period for response having been extended by two months to December 28, 2004 by payment of the requisite extension fee under 37 C.F.R. § 1.136(a), Applicants respectfully request reconsideration of the application in light of the following remarks:

12/30/2004 AWONDAF1 00000090 110600 10798340  
01 FC:1252 450.00 DA